

ABSTRACT OF THE DISCLOSURE

An image processing apparatus comprises display means for displaying a moving image on the basis of 5 input image data; designation means for designating a partial region in a display screen of the display means; and encoding means for encoding the image data. The display means displays a still image of the moving image during designation by the designation means. The 10 encoding means encodes the image data with an image included in the region designated by the designation means of the moving image displayed by the display means being decodable to have higher image quality than an image of a non-designated region.